



**POWER OF ATTORNEY,
STATEMENT UNDER 37 C.F.R. § 3.73(b), and
ASSERTION OF RIGHT UNDER 37 C.F.R. § 3.71 AND MPEP § 106**

Applicant(s): Brian Yu, Jeannie Burn Hardie and Jim Keifer
 Serial No.: 10/773,817
 Filed: February 5, 2004
 Title: ARROW BOARD GAME

Mattel, Inc., a Delaware Corporation, hereby appoints:

Practitioners at Kolisch Hartwell, P.C., associated with Customer No.: **23581**

as its attorneys and agents to prosecute the above-identified patent application and to transact all business in the United States Patent and Trademark Office connected therewith.

These practitioners currently include:

J. Pierre Kolisch, Reg. No. 15,802; John M. McCormack, Reg. No. 26,948; Peter E. Heuser, Reg. No. 27,902; David P. Cooper, Reg. No. 33,372; Pierre C. Van Rysselberghe, Reg. No. 33,557; Walter W. Karnstein, Reg. No. 35,565; Charles H. DeVoe, Reg. No. 37,305; David S. D'Ascenzo, Reg. No. 39,952; Owen W. Dukelow, Reg. No. 41,002; James R. Abney, Reg. No. 42,253; Jason C. Creasman, Reg. No. 51,587; Edward B. Anderson, Reg. No. 30,154; Peter D. Sabido, Reg. No. 50,353; Douglas W. McArthur, Reg. No. 50,795; Stanley M. Hollenberg, Reg. No. 47,658; Anton E. Skaugset, Reg. No. 38,617; and Phaedra Gutowski, Reg. No. 56,366.

Mattel, Inc. states, under 37 C.F.R. § 3.73(b), that it is the assignee of the entire right, title, and interest in the above-identified patent application by virtue of an assignment from each of the inventor(s) named in the above-identified patent application. Copies of assignments or other documents in the chain of title are attached.

Mattel, Inc. hereby asserts its right, under 37 C.F.R. § 3.71 and MPEP § 106, to conduct the prosecution of the above-identified patent application to the exclusion of the named inventor(s) and any previous assignee(s).

DIRECT COMMUNICATIONS TO:

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The undersigned (whose title is supplied below) is authorized to act on behalf of the above-identified assignee.

Mattel, Inc.

Date: March 11, 2005

Signature:
 Name: DANIEL F. SULLIVAN
 Title: ASSISTANT SECRETARY